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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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7590	06/28/2005		EXAMINER	
DR. MARK FRIEDMAN LTD. C/O BILL POLKINGHORN - DISCOVERY DISPATCH 9003 FLORIN WAY UPPER MARLBORO, MD 20772			SHORTLEDGE, THOMAS E	
			ART UNIT	PAPER NUMBER
			2654	

DATE MAILED: 06/28/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/829,961	TAVOR, ONN	
	Examiner	Art Unit	
	Thomas E. Shortledge	2654	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

**A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM
 THE MAILING DATE OF THIS COMMUNICATION.**

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 18 March 2005.
 2a) This action is **FINAL**. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-12 and 14-21 is/are pending in the application.
 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
 5) Claim(s) _____ is/are allowed.
 6) Claim(s) 1-12 and 14-21 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on 11 April 2001 is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) Notice of References Cited (PTO-892)
 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
 3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
 Paper No(s)/Mail Date _____
- 4) Interview Summary (PTO-413)
 Paper No(s)/Mail Date. _____
- 5) Notice of Informal Patent Application (PTO-152)
- 6) Other: _____

DETAILED ACTION

1. This communication is in response to Remarks filed 03/18/2005.
2. Claims 1-12, 14-21 are pending in the application. Claims 1, 18, and 21 are independent. Claim 13 has been canceled.
3. The objection to the title has been withdrawn in accordance with the applicants' amendments.
4. The objection to the disclosure has been withdrawn in accordance with the applicants' amendments.
5. The objection to claim 4 has been withdrawn in accordance with the applicant's amendments.
6. The 112 second Paragraph Rejections of claims 5-7 has been withdrawn in accordance with the applicants' amendments.

Response to Arguments

7. Applicant's arguments with respect to claims 1-12 and 14-21 have been considered but are moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 103

8. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

9. Claims 1-12, and 14-21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kelman et al. (2004/0093255) in view of Pieraccini et al. (Factorization of Language Constraints in Speech Recognition).

As to claims 1, 18 and 21, Kelman et al. teach:

A computer with a program storage device, tangibly embodying a program of instructions executable by the computer to perform methods steps for supplying comparative information about at least two specified items out of a group of items belonging to any one category, each item of the group having a corresponding data entry in the computer's storage, the data entry including a name, at least one topic and information associated with each topic, said information including at least one value, the method comprising (sales information relating to products is stored on a computer, where there is a sales effectiveness application, consisting of five modules, where one is a compare module. The content of the inputted data may be from brochures, white papers, website content, and interviews with customers. Where the data may include

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valuable information that may be placed in several different categories, such as the strong and weak points of a particular product, page 3, paragraph 0057. It would be necessary that a name of the data entry would be included when the data is stored);

retrieving from storage data entries corresponding to the specified items (comparing matrices that take into accounts the prospect's industry, business requirements, and key features, where the data is supplied by World Wide Web, page 4, paragraphs 60 and 61);

among said retrieved entries comparing information associated with like topics, (creating a compare matrix, that creates scores for each feature of the product, page 4, paragraphs 61-63); and

constructing one or more natural language sentences that reflect results of said retrieving and said comparing (the generate module is able to create automatic, dynamic documents, that include feature and benefit statements, customer and analyst quotes, or competitive comparisons, page 5, paragraph 74).

Kelman et al. do not teach:

providing a plurality of natural language sentence templates, whereby each possible combination of a topic and category of items is associated with a particular template; nor

inserting names, topics and values resulting from said comparing into appropriate respective fields in an appropriate one of said templates.

However, Pieraccini et al. teach:

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providing a plurality of natural language sentence templates, whereby each possible combination of a topic and category of items is associated with a particular template (providing templates for sentence generation, the templates able to create sentences for each of the categories of words represented in the vocabulary, col. 2, page 301); and

inserting names, topics and values into appropriate respective fields in an appropriate one of said templates (inserting of the words represented in the 991 word vocabulary into the sentence template, (col. 2, page 301 through col. 1, page 302). Where it would have been obvious to one of ordinary skill in the art at the time of the invention that among the 991 word vocabulary, names, topics and values may be represented, allowing the grammar to insert such words.

Therefore it would have been obvious to one of ordinary skill in the art at the time of the invention to combine the comparison method of Kelman et al. with the sentence templates of Pieraccini et al. to increase the ability of the system to find the sentence generation template that most likely will produce the correct sentence, as taught by Pieraccini et al. (col. 1 page 302).

As to claim 2, Kelman et al. teach there are also specified topics, and comparing is confined to the specified topics, (the user is able to choose what topics of the product are to be compared, page 4, paragraph 66).

As to claims 3 and 19, Kelman et al. teach information associated with each topic (features) includes at least one value, not all stored data entries of any group necessarily include identical topics and said comparing includes comparing values associated with like topics if any, (a matrix is created that compares features of different products, that is able to use numeric scores to provide comparisons, where each product may not contain all the features, table 4, paragraphs 61 and 62, and Table 1).

As to claim 4, Kelman et al. teach for any topic common to at least two of the received entries –

(i) finding within said at least two of the retrieved entries any values that are mutually equal, grouping all items that correspond to any thus identified value together as a similarity group, noting their names and associating said group with said common topic (feature) and with said equal value (a matrix is used to compare the scores of each of the products for each of the features, products that have matching features are then grouped together and their scores are turned into a comparison document within the supporting qualitative information. The comparison document is able to examine the scores for each product, and state those products that have scored equally, where the comparison document states the names of each product, and the feature compared, page 5, paragraph 68-70, and figures 3, and 4); and

(ii) if no equal values are found, noting the names and values of all corresponding items, in association with said common topic (the comparison document of fig. 4 is able to find those features where the products scored differently, and create a

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document relating those products to each other, stating which scored higher within the selected feature, page 5, paragraph 68-70, and figures 3, and 4).

As to claim 5, Kelman et al. teach constructing a natural language statement (comparison document) for each of said common topic which reflect respective results of substep (i) or substep (ii), (a comparison document is created for the scores retrieved for the matrix, the comparison document relates the how the products scored on common features, page 5, paragraph 70, and fig. 4).

As to claim 6, Kelman et al. teach for any item in any similarity group – finding in the corresponding retrieved entry one or more values, if any, associated with the respective topic, that are different from the respective common value and noting any thus found value in association with the respective name and the respective topic; and constructing a natural language statement that includes the name and values noted in substep (iii) and appending it to the statement that reflects results of substep (i) with respect to the noted topic, (Table 1 shows similarity groups within different subranges of a topic, where each of the similarity groups is made up of a range of values. Within each similarity group, the scores are related to each other and a comparison statement is created based on the relation, (page 4, paragraph 61-63). The comparison statement necessarily finds the products within a certain similarity group that have different values).

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As to claim 7, Kelman et al teach, identifying any topic that is not common to any two or more of the retrieved entries, and noting one or more values associated with the thus identified topic in the respective entry, together with the respective name, (a comparison matrix is created, noting the scores for each product within each feature, where a comparison document is created, relating products with similar features together, (page 5, paragraphs 68-70, fig. 4). It would be necessary that in the case a feature is a part of only one product, the comparison document would note that only one product contained that feature).

As to claims 8 and 20, Kelman et al. teach any topic is associated with a range of values, extending between two extreme values, and with a numerical scale whose minimum and maximum values correspond to respective extreme values of the range, such a topic being a fuzzy topic, (Table 1 shows the process of creating a range of values for any given topic, creating minimum and maximum values, with extreme values, page 4, paragraph 62);

in any data entry the information associated with any fuzzy topic includes a position number within the respective scale, which number corresponds to a value within the respective range (Table 1, shows a range of values, where each values corresponds to a certain output graphic and remark, page 4, paragraph 62); and said comparing includes, with respect to any fuzzy topic, comparing the respective position numbers (the score is compared against the table, and a significance statement is applied based on that comparison, page 4, paragraphs 62 and 63).

As to claim 9, Kelman et al. teach finding among the said retrieved entries the highest and lowest position values, dividing the values between them into one or more identified subranges, associating each item with one of said subranges according to the corresponding position value and grouping all items according to their associated subranges, noting their respective names and noting for each group its respective subrange and the common topic, (Table 1 shows a topic that has been divided into 3 separate value subranges, where each subrange leads to a different output. The products can then be compared based on the subranges, and the significance remarks linked to each of the subranges, where a competitive statement can be created, which would necessarily include the names, and scores of each product within that feature, page 4, paragraph 62, and 63).

As to claim 10, Kelman et al. teach any fuzzy topic is associated with a set of rational words, appropriate to its range of values, and wherein said constructing includes constructing, for any noted topic, natural language statements containing noted names, and relational words that reflect positions of respective subranges relative to each other or relative to said highest and lowest position values or relative to said scale, (Table 1 shows a topic divided into 3 subranges of scores, where each subrange is linked to a significance statement, relating the score to more detail explanation of the range of values the score fell into, page 4, paragraph 62).

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As to claim 11, Kelman et al. teach the relational words refers to one end of the range of values as being better or preferred relative to the other end, (the statements within Table 1, show that a score of 6-10 is preferable to a score of 0, page 4, paragraph 62).

As to claim 12, Kelman et al teach the relational words refer to one or more values that are between the extremes of the range, (Table 1 shows a statement stating the significance of the values from 1-5, stating why this score is better than a score of 0, but inferior to a score of 6-10, page 4, paragraph 62).

As to claim 14, Kelman et al. teach constructing further includes combining a plurality of said statements having at least one item in common into a sentence, using connective words appropriate to the comparison-based relation between the respective statements, (a comparison document is created that can include the statements of the features of the products, benefits of each product and a competitive comparison, (page 5, paragraph 74). It would be necessary that the competitive comparison would use the appropriate connective words to link the comparison statements within the comparison).

As to claim 15, Kelman et al. teach:

providing a library of connective phrases (a database containing feature and benefit statements, or consumer and analyst quotes, competitive comparisons, or personal annotations written by the salesperson, page 5, paragraph 72);

Kelman et al. does not explicitly teach:
selecting one or more phrases from said library at random; nor
concatenating a plurality of sentences that relate to a common category, whereby
they are augmented by said selected phrases.

However, Kelman et al teach automatically creating a document by inserting the information supplied by the user within a selection of phrases based on the product, where the phrases along with the supplied information are connected together to create a comparison document. It would have been obvious to one of ordinary skill in the art at the time of the invention that since the phrases within the database can be used interchangeable to describe the relation the product's features, a selection of phrases could be made at random from the database, and then inserted into the comparison document to improve the ability for the dynamic document generator to automatically create a document.

As to claim 16, Kelman et al. teach at least one topic is fuzzy and at least one topic has one or more values associated therewith and wherein said plurality of statements includes at least one statement relating to a fuzzy topic and at least one statement relating to one or more values, (Table 1 represents a topic divided into subranges, where each range of values is associated with a statement describing that subrange, page 4, paragraph 63).

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As to claim 17, Kelman et al. teach creating in the computer storage a data entry corresponding to any item for which such an entry does not exist, the data entry including:

a name,

at least one topic, at least one of which is a fuzzy topic, and,

associated with any fuzzy topic, a position number, (a computer system on which a matrix is created, wherein the matrix includes a comparison of products by features, and has the ability to create a topic that is broken down into ranges, where a score is given to each product for each feature, and the score is compared to the subranges of the topic, (page 4, paragraphs 60-63). It would be necessary that since the data gained from the matrix is then converted into a comparison document, the data is stored on the computer system).

Conclusion

10. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not

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mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

11. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Thomas E. Shortledge whose telephone number is (571)272-7612. The examiner can normally be reached on M-F 8:00 - 4:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Richemond Dorvil can be reached on (571)272-7602. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

TS

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PRIMARY EXAMINER

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